



THE OBJECTIVES

- ➔ Making dermatological knowledge accessible to a young audience through an **interactive in-game integration** that drives high engagement and learning through fun.
- ➔ **Educating players about acne and its causes**, while demonstrating how products containing ceramides can help maintain healthy skin and reduce breakouts.
- ➔ **Teaching players** to identify different skin types and match them with the appropriate CeraVe cleanser based on their individual skin needs.
- ➔ Measuring campaign effectiveness through **Brand Lift surveys conducted before and after the creatives**, to evaluate increases in brand awareness and purchase intent.
- ➔ **Age Demographic** - Young gamers aged 16-24 (Gen Z)






RESULTS

END OF JANUARY:

 43,565 Unique Players	 496,000 Impressions	 6.2 MINUTES Average Engagement Time
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FEBRUARY:

 52,004 Unique Players	 495,196 Impressions	 6.4 MINUTES Average Engagement Time
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TOTAL:

 95,569 Unique Players	 991,196 Impressions	 6.3 MINUTES Average Engagement Time
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TRAILER

